

ORDER



KSNV

Orders
Order / Rev: 106697
Alt Order #: 06853041
Product Desc: OBAMA SKED C
Estimate: 1781
Flight Dates: 09/18/12 - 10/01/12
Original Date / Rev: 09/17/12 / 12/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama for America
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/30/12 | 61 | \$29,525.00 | \$25,096.25 |
| 10/01/12 | 10/01/12 | 7 | \$2,850.00 | \$2,422.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 61 | \$29,525.00 | \$25,096.25 | 0.00 |
| October 2012 | 7 | \$2,850.00 | \$2,422.50 | 0.00 |
| Totals | 68 | \$32,375.00 | \$27,518.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 24% | \$32,375.00 |
| Market | 100% | \$134,895.83 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 30% | \$40,468.75 |
| KLVS | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 25% | \$33,723.96 |
| KTUD | 1% | \$1,348.96 |
| KVVU | 15% | \$20,234.38 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 5% | \$6,744.79 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------|------|-------------------|-----------------|-----------------|-------|----------------|-------------------|-------------|---------------|----------|-----|------|------|-------|------------|
| E 1 | KSNV | 09/18/12 | 10/01/12 | Today Show | CM | 658a-9am | MTWTF-- | :30 | 4 | \$850.00 | 1 | 0.00 | NM | 8 | \$6,550.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |

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Advertiser: Obama for America
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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------------|-----------|-------------------|-----------------|---|-------|-----------------------|-------------------|---------------|-------------|-----------------------|---------------|------------|-------------|-------|------------|
| E 1 | KSNV | 09/18/12 | 10/01/12 | Today Show Today Show | CM | 658a-9am | MTWTF-- | :30 | 4 | \$850.00 | 1 | 0.00 | NM | 8 | \$6,550.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 09/18/12 | | 09/18/12 | 09/24/12 | MTWTF-- | | | 4 | | \$850.00 | | 0.00 | | | | |
| Week: 09/25/12 | | 09/25/12 | 10/01/12 | MTWTF-- | | | 4 | | \$850.00 | | 0.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 8 | KSNV | 09/25/12-10/01/12 | | Today Show | | 658a-9am | MTWThF---- | :30 | | \$600.00 | | 0.00 | NM | | |
| Credited [CREDIT-REFUND] | | | | | | | | | | | | | | | |
| E 2 | KSNV | 09/18/12 | 09/24/12 | M-F Today Show II 3rd Hour M-F Today Show II | CM | 9-10a | MTWTF-- | :30 | 4 | \$350.00 | 1 | 0.00 | NM | 4 | \$1,400.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 09/18/12 | | 09/18/12 | 09/24/12 | M--WTF-- | | | 4 | | \$350.00 | | 0.00 | | | | |
| E 3 | KSNV | 09/18/12 | 10/01/12 | M-F Today Show III 4th Hour Today 4th Hour | CM | 10am-11am | MTWTF-- | :30 | 5 | \$325.00 | 1 | 0.00 | NM | 10 | \$3,250.00 |
| TODAY SHOW III | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 09/18/12 | | 09/18/12 | 09/24/12 | MTWTF-- | | | 5 | | \$325.00 | | 0.00 | | | | |
| Week: 09/25/12 | | 09/25/12 | 10/01/12 | MTWTF-- | | | 5 | | \$325.00 | | 0.00 | | | | |
| E 4 | KSNV | 09/18/12 | 10/01/12 | Rachael Ray Rachael Ray | CM | 11am-12pm | MTWTF-- | :30 | 5 | \$325.00 | 1 | 0.00 | NM | 5 | \$1,625.00 |
| RACHEL RAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 09/18/12 | | 09/18/12 | 09/24/12 | M--TF-- | | | 2 | | \$325.00 | | 0.00 | | | | |
| Week: 09/25/12 | | 09/25/12 | 10/01/12 | MTWTF-- | | | 3 | | \$325.00 | | 0.00 | | | | |
| E 5 | KSNV | 09/18/12 | 10/01/12 | Noon News Noon News | CM | 12-1230pm | MTWTF-- | :30 | 5 | \$425.00 | 1 | 0.00 | NM | 10 | \$4,250.00 |
| NEWS 3 AT NOON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 09/18/12 | | 09/18/12 | 09/24/12 | MTWTF-- | | | 5 | | \$425.00 | | 0.00 | | | | |
| Week: 09/25/12 | | 09/25/12 | 10/01/12 | MTWTF-- | | | 5 | | \$425.00 | | 0.00 | | | | |
| E 6 | KSNV | 09/18/12 | 10/01/12 | Days of our Lives Days of our Lives | CM | 1258p-2pm | MTWTF-- | :30 | 5 | \$425.00 | 1 | 0.00 | NM | 10 | \$4,250.00 |
| DAYS OF OUR LIVES | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 09/18/12 | | 09/18/12 | 09/24/12 | MTWTF-- | | | 5 | | \$425.00 | | 0.00 | | | | |
| Week: 09/25/12 | | 09/25/12 | 10/01/12 | MTWTF-- | | | 5 | | \$425.00 | | 0.00 | | | | |
| E 7 | KSNV | 09/18/12 | 10/01/12 | The Doctors The Doctors | CM | 2pm-3pm | MTWTF-- | :30 | 5 | \$325.00 | 1 | 0.00 | NM | 5 | \$1,625.00 |
| THE DOCTORS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 09/18/12 | | 09/18/12 | 09/24/12 | MTWTF-- | | | 2 | | \$325.00 | | 0.00 | | | | |
| Week: 09/25/12 | | 09/25/12 | 10/01/12 | MTWTF-- | | | 3 | | \$325.00 | | 0.00 | | | | |
| E 8 | KSNV | 09/18/12 | 10/01/12 | Dr. Phil Dr Phil | CM | 3-4p | MTWTF-- | :30 | 5 | \$450.00 | 1 | 0.00 | NM | 9 | \$4,050.00 |
| DR. PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 09/18/12 | | 09/18/12 | 09/24/12 | MTWTF-- | | | 5 | | \$450.00 | | 0.00 | | | | |
| Week: 09/25/12 | | 09/25/12 | 10/01/12 | MTWTF-- | | | 5 | | \$450.00 | | 0.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 7 | KSNV | 09/25/12-10/01/12 | | Dr. Phil | | 3-4p | MTWThF---- | :30 | | (\$450.00) | | 0.00 | NM | | |
| Credited [CREDIT-REFUND] | | | | | | | | | | | | | | | |
| E 9 | KSNV | 09/18/12 | 09/18/12 | Tues PR 10-11p Tuesday Prime 10-11pm | CM | 10-11pm | -T----- | :30 | 1 | \$3,200.00 | 1 | 0.00 | NM | 1 | \$3,200.00 |
| PARENTHOOD | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | -T----- | | | 1 | | \$3,200.00 | | 0.00 | | | | |
| E 10 | KSNV | 09/25/12 | 09/28/12 | M-F Today Show II 3rd Hour M-F Today Show II | CM | 9-10a | -TWTF-- | :30 | 4 | \$350.00 | 1 | 0.00 | NM | 4 | \$1,400.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |

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|---------------|------|-------------------|-----------------|--|-------------------|----------------|-------------|-----|---------------|----------|-----|------|--------|-------|-------------|
| E 10 | KSNV | 09/25/12 | 09/28/12 | M-F Today Show II 3rd Hour M-F Today Show II | CM | 9-10a | -TWTF-- | :30 | 4 | \$350.00 | 1 | 0.00 | NM | 4 | \$1,400.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -TWTF-- | 4 | | \$350.00 | | 0.00 | | | | | | |
| E 11 | KSNV | 10/01/12 | 10/01/12 | M-F Today Show II 3rd Hour M-F Today Show II | CM | 9-10a | M----- | :30 | 1 | \$425.00 | 1 | 0.00 | NM | 1 | \$425.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | 1 | | \$425.00 | | 0.00 | | | | | | |
| N 12 | KSNV | 09/22/12 | 09/22/12 | News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY | CM | 6a-7a | -----S- | :30 | 1 | \$350.00 | 1 | 0.00 | NM | 1 | \$350.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/18/12 | 09/24/12 | -----S- | 1 | | \$350.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 68 | \$32,375.00 |